

Go deep, explore,
understand ... they are tools that
we always apply into our market
research

We are in the Era of emotional
segmentation because with **ADNe
Insights**, emotions are data

ADNe  Insights

IN THE CONSUMER'S EMOTION

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know more
and better
your target
customer

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The "**Emotional DNA**" is the algorithm developed by Jacobson, Steinberg & Goldman that **measures how the world of emotions is governed; a pattern that we all have in our genetic code**, made up of seven elements. These seven traits articulate the personality of the individual according to the degree of intensity in which they originally appear in the person and their subsequent development throughout life. That is why it has great relevance, since it conditions our way of feeling, reacting to stimuli, facing problems, relating ...

TO SUM UP, IT IS THE BASIS OF WHO WE ARE..

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We have incorporated the emotional DNA algorithm into our panelist base. This qualitative leap allows us to have very valuable information on variables that determine human behavior: what stimuli we respond to, what is our dominant buyer persotype, which messages are most related to certain target customer groups, and infinite possibilities à la carte.

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ADNe Insights & The market research

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FIND OUT

The emotions of the consumer through your Emotional DNA



DEEPEND

We not only know what does, also why does it do it and we can predict what will do



TURN INTOS

The data in valuable information

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WE RELY ON...

- Genetic
- Neurobiology
- Epigenetics
- Biology
- Neuropsychology
- Psychology and Psychiatry





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WE RELY ON...

Algorithmic Technology

The exclusive technology that replicates the synaptic model, thus generating the DNAe® or persotype code. Once deciphered, it indicates in a personalized, preventive, predictive and precise way the emotional behavior of individuals.

Scientific investigation

The cognitive and emotional characteristics of an individual are due to their gene expression and their adaptation to the environment, which leads to the combined production and release of the different neurotransmitters that govern behavior.

Biometric innovation

The ADNe® generates a new dimension in the study and detection of behavior by incorporating the relationship between molecular biology and genetics with psychology through the Azulay Bernstein Test. A new vision that turns surface analysis into a three-dimensional synthesis.

Main scientific milestones in the algorithm of **Emotional DNA**

1920-1940 **Neurotransmission**

First advances on the discovery of the relationship between the main neurotransmitters and emotional behavior coinciding with the great European psychological explosion.

1940 **DNA double helix**

The double helix structure of DNA is discovered thanks to the work of many researchers such as: Chargaff, Watson, Crick, Wilkins and Franklin.

Main scientific milestones in the algorithm of **Emotional DNA**

1980-2000 **Molecular bases**

After the discoveries of Levi-Montalcini, Greengard, Brenner and Kandel, the molecular bases of the activities of the CNS and in particular of the synapse, their relationship with gene expression and the pathways of the precursor amino acids of behavior are being discovered.

2011-2013 **E.Azulay /I.Errando**

In the Biocampus Genoma España programs, where more than 180 elite scientists are advised on the preparation of a business plan, the first version of the ADNe algorithm is put into practice.

Main scientific milestones in the algorithm of **Emotional DNA**

2014
E.Azulay

The eDNA algorithm is refined until reaching the indicator of scientific significance, being the first "cluster" formulation that replicates the combinatorial model of synaptic functioning. This fact opens the doors to emotional interpretations in a personalized, predictive, preventive and precise way.

2018
E.Azulay /V.Bufort

The Early Warning of Alzheimer's disease is successfully concluded through the algorithmic DNAe technology, opening the way to new research on other neurodegenerative pathologies and behavioral disorders. This technology is awarded by the European Academy of Economics and Management in the area of economic, social and health impact.

Main scientific milestones in the algorithm of **Emotional DNA**



2020 New Psychogenic era

A new generation of psychometric tests is being started, which widely surpass the reliability, breadth, versatility and consistency indicators of the previous generation tests. Its applicability has a very broad spectrum yet to be fully developed.

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WILL DISCOVER



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How to connect
emotions with
the studies

What types of
consumer are
related to your brand
a

How to get
better to your
customers

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Much more than a traditional
studio!

With the investigation of Markets
& DNAe Insights you will
recognize valuable insights that
will make you make better
decisions.

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